

### Applications

#### Rose Knows: Battery Industry—The Battery Show is coming!

Rose will be exhibiting at [The Battery Show](#) in San Jose, CA on October 5-7, 2010. The Battery Show is an opportunity for the international battery and energy storage community to network with OEM's, aftermarketers and consumers from a wide range of different industries. [The Battery Show](#) takes place in the San Jose Convention Center, 150 West San Carlos Street in San Jose. The show hosts the world of battery manufacturers under one roof in the heart of Silicon Valley. Primary and secondary batteries, lithium-ion to advanced lead acid, zinc air to Sealed Lead. Access to the exhibition is free; for a 25% discount on conference pass use **code # P93VC7**. Look for Rose in booth # 2322. See you there!



#### [BUILD A BATTERY](#)

Need to go from cells to a custom lithium ion battery pack? See which battery configuration option is the best suited for your application! Go to the [Rose Electronics website](#) and check out our [battery builder](#) to create your custom pack today!

#### Did you know?

Rose Electronics recently passed the new ISO standard audit and is now certified to ISO 9001:2008! Rose has been ISO certified since 1996.



# THE BATTERY SHOW

Bringing end user and supplier together

5, 6, 7 OCTOBER 2010 SAN JOSE, CALIFORNIA

### Rose Knows Batteries—Technology Notes

#### Focus on Sealed Lead Battery Recycling

With all the recent trend to “green” products, we in the battery industry are proud of the fact that sealed lead batteries are the environmental success story of our time. More than 97% of all battery lead is recycled. The typical new lead-acid battery contains 60 to 80 percent recycled lead and plastic. When a spent battery is collected, it is sent to a permitted recycler, where, under strict environmental regulations, the lead and plastic are reclaimed and sent a new battery manufacturer. The recycling cycle goes on indefinitely, which means the lead and plastic in the sealed lead batteries that you use, and will continue to be, recycled many, many times. For more information on sealed lead acid battery recycling and other battery chemistry recycling, visit <http://www.batterycouncil.org> or <http://prba.org>. These sites provide more information on the battery recycling process and reference pertinent Federal and State laws with regard to sealed lead recycling. Please note sealed lead batteries (and all battery types) are not subject to the requirements of RoHS as batteries fall under the Battery Directive and guidelines for collection falls under WEEE.



**Reduce • Reuse • Recycle**



[Contact Rose](#) for the latest transportation regulations for lithium ion batteries.

#### About Rose Electronics

Rose is a leading supplier of batteries & power solutions for the GPS, mobile systems, medical, industrial, field service and enterprise storage marketplaces. Rose has earned the trust, respect and loyalty of some of the most demanding OEMs. ISO 9001:2008 certified, we have been solving customer needs since 1963. Call 1-800-632-4789 or visit [www.rosebatteries.com](http://www.rosebatteries.com).